

City's Faults Can Easily be Corrected

"O wad some Power th' gittie us
To see oursel's as ithers see us!"

Breaking all precedents of souvenir editions, The Torrance Herald determined to ask an impartial non-resident of Torrance to "look us over" and tell us our municipal faults as they appear to an average citizen. Ever since special editions have been published they have been devoted to wholehearted civic boosting and have glossed over possible detriments to community progress.

A few days ago this newspaper's outside observer made his report. The Herald, always a champion of Torrance, read with flushed face the criticisms, then rejoiced that all of the unofficial investigator's adverse points could easily be corrected.

Entrances Lack Beauty

"There are no better contacts with the traveling public for a city than attractive entrances. These are the all-important 'first impressions' and your city entrances are certainly below par," was the first criticism advanced by our anonymous (by preference) observer. "None of the arteries leading into Torrance have been improved anywhere near their possibilities. To a motorist entering Torrance from Western avenue, the dive under the Santa Fe viaduct and along the Pacific tracks to the maze of streets spouting into Border and Cabrillo avenue the prospect is most unsightly and confusing.

"The same situation applies on Torrance boulevard—which could be made the most attractive entrance to the city if the center parkway was landscaped and the rubbish of years removed. Arlington avenue runs beside your city park but your oil field provides a purely utilitarian entrance there. Cedar avenue, the extension of Crenshaw, offers a rich field for landscaping.

Lots Need Clean-up

"In the business district I note several things which lead me to believe that (1) vacant lots are repositories for a splendid collection of trash and empty beer cans; (2) perhaps that politician who predicted grass would grow in the streets might have seen some of Torrance's sidewalks; and (3) your residents enjoy the singular sport of trying to find a parking place on the street.

"The unimproved lots in the business district are sadly in need of a thorough clean-up and weed purge. The vacant lots could at least be kept trim and neat. Some work with a good sharp hoe would eliminate the verdure growing on the vacant lots and parkways. More public parking areas on vacant lots would vastly improve your residents' temper—they must get tired of driving around and around the block looking for a place to park while shopping.

Smooth Out Streets

"Cabrillo avenue, split down the center with an iron trail, does not enhance the beauty of that wide thoroughfare. Just think how that business street would look if the center portion were paved and tracks lowered to permit use of the whole width! Glendale had the same problem with its Brand boulevard—and look at that busy artery today!

"Torrance has a number of other streets in need of complete resurfacing. Your street department is evidently doing a fine job of patching but that is not enough to eliminate the bumps, holes and "washboard" waves that jar, jolt and wreck motorists.

"I hope the day will soon arrive when Western avenue is extended thru Torrance to give your community a much-needed



PRESIDENT . . . One of the most active clubwomen in the city is Mrs. Lucille Lewellen, President of the 19th district, American Legion Auxiliary. She is one of the state hostesses for the Legion and Auxiliary's national convention in Los Angeles all of next week.

22 Coast-to-Coast Programs Originate In Hollywood

"This program came to you from Hollywood" is a line familiar to radio listeners since sponsors of the coast-to-coast broadcasts heeded the famous Horace Greeley advice, "Go West," and centered activities for a large number of the air's most popular programs in Hollywood. Columbia Broadcasting System has 22 programs a week reaching United States fans from Hollywood.

artery that will really put your city "on the map."

Neighborhood Playgrounds

"El Prado Park is one of your best showplaces—but you are not taking advantage of its possibilities for community enjoyment. Why not have more benches placed there so your residents and visitors to your city can pause awhile under the shade or in the sun to break the rush and bustle of their daily lives? Your city park is most attractive—but with a city the size of Torrance you need another recreation area located off Torrance boulevard for residents living in that part of the community.

"I think the municipal water tower location could be parked and developed for that purpose if the city did not wish to buy additional land in that neighborhood. Many parents do not like to permit their children to go across the city to the park for attractions there so there should be smaller playgrounds—a lot or two in size—for neighborhood centers.

Need Housing Facilities

"Two factors are urgently in need of accomplishment to continue your city's development. These are (1) a city-wide zoning ordinance to protect residential areas from encroachment by business enterprises and cheap homes; and (2) large-scale home construction to provide housing for workers in your industries who would like to live here but who cannot find accommodations. Both of these points are complementary—with proper zoning regulations you would encourage home-construction and that means greater housing facilities."

With that suggestion, Observer concluded his community-critique. Study of his adverse comments reveals that all negative factors mentioned can be transformed into civic betterments with the cooperation of residents, property owners and the city government.

We Help Keep Torrance Beautiful!

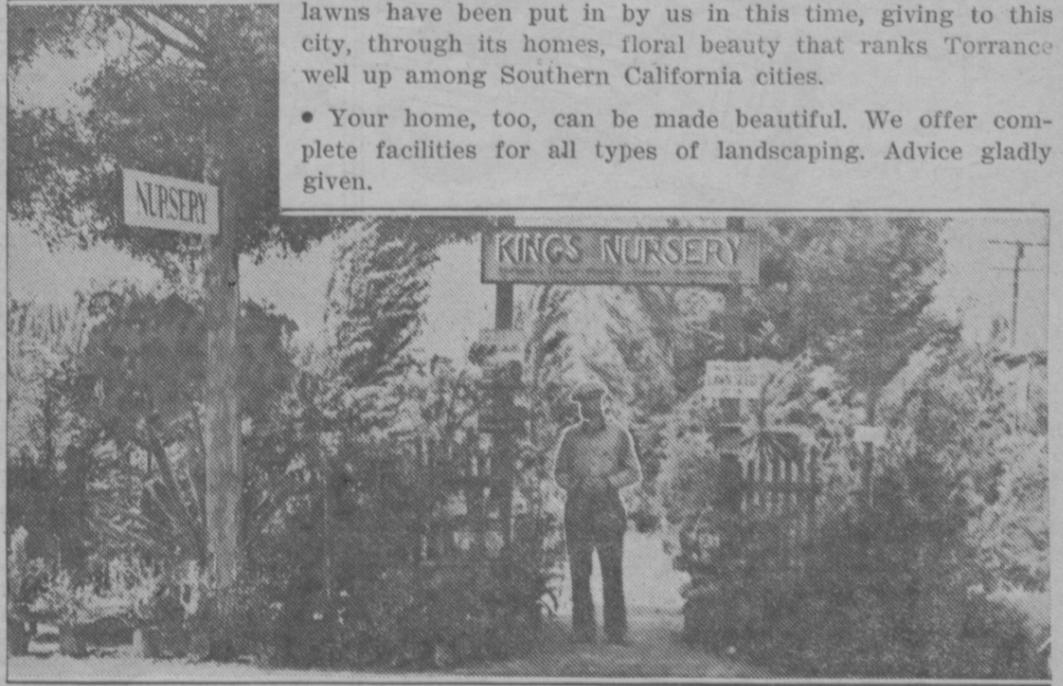
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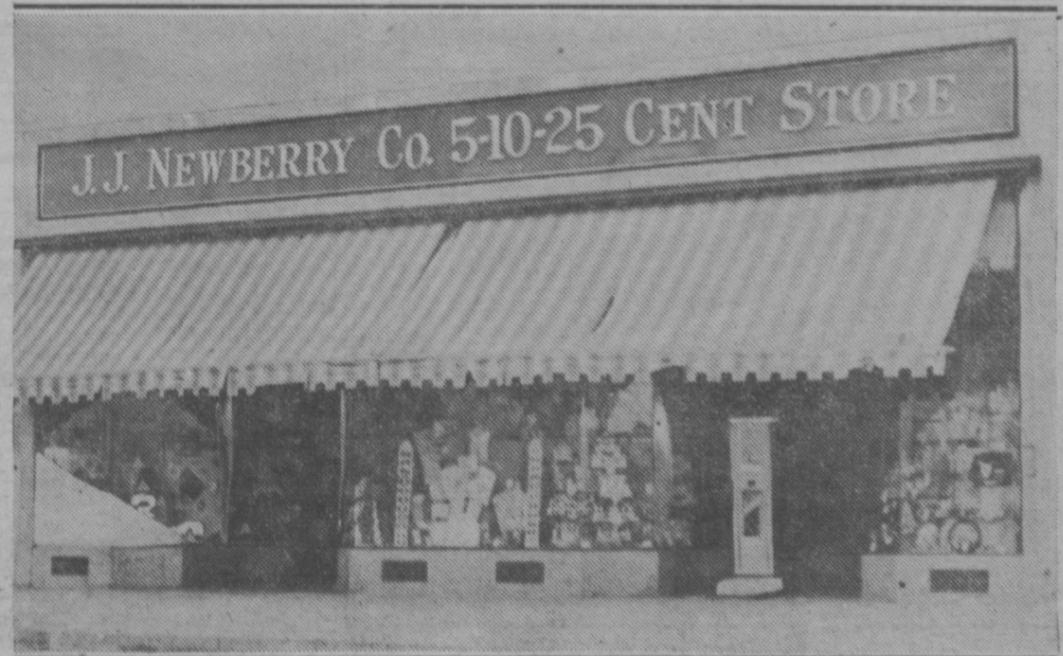
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Best Wishes KNX

Newberry's join in welcoming the new KNX-CBS broadcasting transmitter to Torrance.



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